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News Release

Utah Women Should “Just Go” Get a Mammogram

New UDOH ad campaign features local cancer survivors

(Salt Lake City, UT) – Utah women lag behind in breast cancer screening compared to the rest of the nation. In fact, Utah has the second lowest breast cancer screening rate in the U.S. – a statistic the Utah Department of Health (UDOH) wants to change. In an effort to increase screening rates of Utah women, the Department and the Utah Cancer Control Program (UCCP) have launched a new awareness campaign that urges women to make time to get screened.

The campaign includes television, radio, print, and online ads, and features local women – several of whom are breast cancer survivors. The campaign, titled “Just Go,” focuses on the fact that women have busy lives but find time for the important things in life – and getting a mammogram should be one of them, as it can save a life. As the ads ask, “What plans are worth rearranging if it means saving a best friend, a sister, a neighbor, a mother, a daughter?”

“When detected at an early, localized stage, breast cancer is 99% curable,” said Dr. Robert Rolfs, UDOH Chief Medical Officer. “That’s why regular mammograms are recommended for women over 40, with or without a family history of breast cancer or symptoms.”

“We know how busy most women can be, and the new campaign is really about women making time to take care of themselves and schedule their mammogram,” said Melanie Wallentine, Media Coordinator and Health Program Specialist for the UCCP. “We believe

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the campaign will spark dialogue among women about the importance of getting screened and encourage them to make that appointment.”

According to the American Cancer Society, breast cancer is the leading cause of female cancer death in Utah.

The Utah Cancer Control Program offers free breast and cervical cancer screenings to women between the ages of 50 and 64 who meet income guidelines. Eligible women receive the following free screening services: Pap test, clinical breast exam, instruction on self-breast exam, and a free mammogram voucher. Additionally, low-cost screening may be available to qualifying women between the ages of 40 and 49. For more information, call 1-800-717-1811 or visit <http://www.cancerutah.org/>.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care and promoting healthy lifestyles.